REMARKS

Applicants have carefully reviewed the Office Action dated March 26, 2003. Applicants have amended Claims 22, 23 and 25 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claim 22-31 stand rejected under 35 U.S.C. §103(a) as being unpatentable over *Hudetz et al.,* in view of *Citron et al.* This rejection is respectfully traversed with respect to the amended claims.

Applicant's present inventive concept, as defined by the amended claims, is directed towards a system that allows a manufacturer to send a scanner having a unique ID permanently affixed thereto. When the user scans a product code, a routing packet is assembled having contained therein at least the product code and the scanner ID. The scanner ID and product code in combination are then forwarded to an intermediate site (this limitation in Claim 25) wherein a match is made. In order to continue further and connect the user location to a remote information source, there must be a match of the transmitted scanner ID code in combination with the transmitted particular product code which corresponding information in the database. In general, the steering of an individual to a particular location is made based upon the scanner ID. Therefore, the intermediate site makes a decision based upon the product code *and* the scanner ID code.

The Examiner has combined the *Hudetz* and *Citron* references. The *Hudetz* reference is a reference that provides the ability to utilize a barcode for the purpose of redirecting a user location to a particular remote site. This is achieved with the use of an associative database disposed at either the user's computer or a remote location. Thus, the user can scan the product code and send the product code to an intermediate location to determine therefrom the location that is associated with that particular barcode. However, as noted by the Examiner *Citron* fails to disclose the use of a scanner ID that is associated with the scanner and which is utilized to connect a user to a service provider. In *Citron*, this is facilitated by utilizing the scanner ID in order to verify the user after connection to the remote location. The remote location already has the services associated therewith and the user ID is used
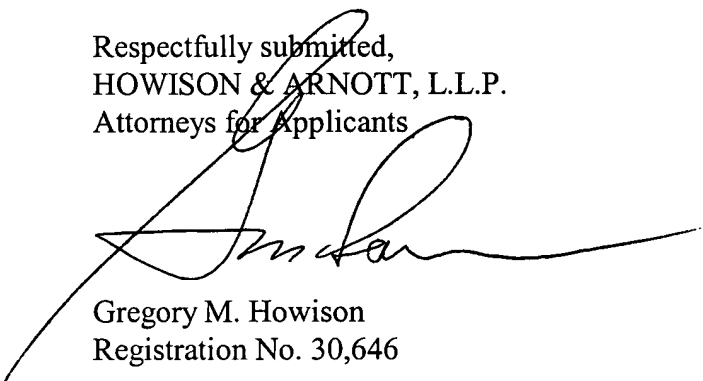
primarily for the purpose of verifying that user and associating that user with a user profile which was prestored after connection. The use of the user ID is distinctly different from that associated with Applicant's claims as amended. Therefore, *Citron* does not in anyway utilize the user ID to effect a connection to a remote location. It is only utilized to allow a user access to access services once connected to that location and not before. It is basically utilized for "identifying purposes." *Hudetz*, on the other hand, does not disclose the use of any identifying information in the routing packet or in association with the scanning operation that would verify or identify a user prior to connecting to a location. The Examiner had pointed to a portion of the specification at Column 9, line 43 associated with controlled access. This portion of the specification merely indicates that a password may be required. In general, the primary disclosure associated with *Hudetz* was that associated with obtaining routing locations, i.e., URLs, from a remote server and selecting one of those locations. There is a section at Column 9, beginning at line 54, that discloses an automatic jumping operation. However, there is no disclosure for how this password is sent to the database in order to gain access thereto. It is not disclosed whether this is in response to some "prompt" or that a password is made part of the routing packet. There is insufficient disclosure to determine whether this password is part of the routing packet or is entered in response to a prompt. Further, this password is related to "access" as compared to the use of the scan ID by Applicant wherein access is always authorized to the database and then the database makes a decision based upon the information received to determine routing thereof. It may be that there are two locations provided in the database in association with the particular barcode which are filtered by the scanned ID. Therefore, access is always granted to the database whether it is the relationship between the scanner ID and the product code that defines the routing. There is no discussion in *Hudetz* as to the relationship of the product code with that of the password.

What is missing from the combination of *Citron* and *Hudetz* is the use of a scanning operation that creates a relationship between the scan ID which is uniquely associated with scanning operation, or the scanner, and a product code, which unique relationship is being utilized to direct a user to a particular location on the network. Thus, a vendor or service provider of the services could distribute scanners to a large group of potential customers. This provider could then go to various vendors and "activate" the scanning operation to those vendors for a fee. As such, Applicant believe that the combination of *Citron* and *Hudetz* does not anticipate or obviate Applicant 's present inventive concept, defined by the

amended claims. Therefore, Applicants respectfully request withdrawal of the 35 U.S.C. §103(a) with respect to Claims 22-31.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,583 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
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